

OGILVY & MATHER

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Client: MATTEL, INC.
Product: INTELLIVISION MASTER COMPONENT
Title: "PLIMPTON"
Comm'l No.: MAEK 4413
Date: 10/1/81



PLIMPTON: I'll try almost anything.



So when Mattel Electronics asked me to compare their Intellivision games with Atari...



I gave it a try.



(SFX) I compared Atari baseball...



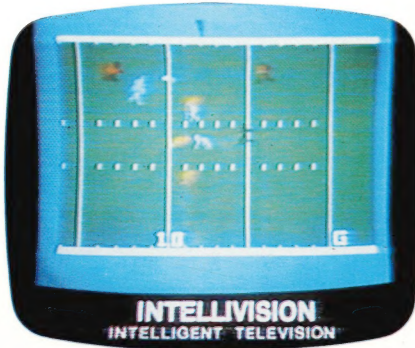
with Intellivision.



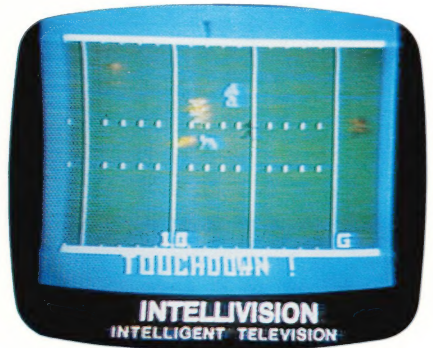
And found Intellivision played much more like real baseball.



Then I compared Atari football...(SFX)



with Intellivision.



Again Intellivision played much more like the real game.



In my opinion, if you try them both...



there's only one conclusion you can come to.



Intellivision. From Mattel Electronics.